

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution
FROM: Karen Eisen/Natalie Ellis
SUBJECT: Moderator Debriefing

DATE: March 9, 1992

This is to advise you that a meeting has been scheduled for a debriefing with Bruce Eckman on the Marlboro/Camel Imagery project in conference room 9A on Thursday, March 12 at 3:00pm to 4:00.

This project explored Marlboro and Camel imagery among 18-24 year old smokers. The Marlboro Man, Joe Camel and Marlboro Racing were compared and discussed.

Distribution:

D. Beran
P. Gill
N. Lund
E. Merlo
S. Piskor
J. Raporte
M. Salzman
G Smith
J. Taylor

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